

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently Amended) Apparatus for associating a price indicia with each of a first content file and at least a second content file stored at a content database of a content distribution facility, each of the first and at least second content files authored by first and second content creators respectively, said apparatus comprising:

a computer server having memory and processing circuitry that executes computer readable program code stored embodied at said memory and configured: a non-transitory computer storage medium and

to form forming a content creator database , said content creator database configured to form and store in said memory a listing formed of entries that identify at least first and second content creators indexed together with historical indicia associated with said first and second respective content creators respectively, said historical indicia comprising a categorized value representative of a , the categorized value identifying a category group into which a respective content creator is categorized, the category group into which the first content creator is categorized dependent upon a sales history of another other content file files authored by the first respective content creator and into which the second content creator is categorized dependent upon a sales history of another content file authored by the second content creator indexed together therewith;

to form an initial price indicia associator adapted to receive content indicia associated with each of the first and at least second content files stored at the content creator database and adapted to access said content creator database, said initial price indicia associator configured to initially price each of the first and at least second content files with initial price indicia, the initial price indicia of the first content file being based on the categorized value identifying the category group into which the first respective content creator of each of said first and at least second

content ~~file files~~ is categorized thereby to cause the initial price indicia to be dependent upon the sales history of the ~~another other~~ content file authored ~~files authorized~~ by said at least one ~~each~~ ~~respective~~ content creator; and

to form a price indicia adjuster adapted to receive indications of the initial price indicia that said initial price indicia associator associates with each of the first and at least second content files and to receive indications of demand for each of the first and at least second content files, said price indicia adjuster configured to adjust the initial price indicia responsive to the demand therefor ~~therefore~~, the demand based, at least in part, upon indications of inquiries of availability of the first and second content files, respectively, and for forming adjusted price indicia associated with each of the first and at least second content files.

2. - 4. (Cancelled)

5. (Previously Presented) The apparatus of claim 1 wherein the initial price indicia with which said initial price indicia associator associates with the first and at least second content files is further directly related, at least in a stepwise manner, with historical demand.

6. (Previously Presented) The apparatus of claim 1 wherein the historical indicia indexed together with the content creator at the author index formed at said content creator database categorizes the historical demand into a first historical demand level at least a second historical demand level.

7. (Previously Presented) The apparatus of claim 1 wherein the first content file and the at least the second content file stored at the content database is at least selectably available for delivery to content consumers and wherein the indications of the demand to which said price indicia adjuster is adapted to receive further comprise indications related to inquiries relating to individual ones of the first and at least second content files.

8. (Original) The apparatus of claim 7 wherein copies of the first and at least second content files are at least selectably available for purchase by the content consumers and wherein the inquiries selecting to the individual ones of the first and at least second content files comprise inquiries relating to purchase of copies of the individual ones of the first and at least second content files.

9. (Original) The apparatus of claim 8 wherein the inquiries relating to the purchase of the copies of the individual ones of the first and at least second content files comprise indications of purchase requests made by the content consumers.

10. (Original) The apparatus of claim 8 wherein the inquiries relating to the purchase of the copies of the individual ones of the first and at least second content files comprise indications of purchase completions made by the content consumers.

11. (Previously Presented) The apparatus of claim 1 wherein said price indicia adjuster is adapted to interactively adjust the adjusted price indicia associated with each of the first and at least second content files.

12. (Previously Presented) The apparatus of claim 1 wherein the indications of demand to which said price indicia adjuster is adapted to receive are applied to said price indicia adjuster at least at successive intervals, dynamically to receive the indications of the demand, and wherein said price indicia adjuster is adapted to further successively form the adjusted price indicia responsive to the indications of the demand received at the at least the successive intervals.

13. (Previously Presented) The apparatus of claim 12 wherein the adjusted price indicia formed by said price indicia adjuster formed at least at the successive intervals is adapted to incrementally change prior-formed values of the adjusted price indicia.

14. (Original) The apparatus of claim 1 further comprising a revenue allocator adapted to receive the indications of demand, said revenue allocator for allocating revenues associated with the first and at least second content files.

15. (Currently Amended) A computer program product comprising non-transitory computer readable storage medium, said computer program product for distributing content stored at a content database, the content formed of a first content file and at least a second content file, the first and at least second content files authored by first and second content creators respectively, said computer program product for associating a price indicia with each of the first and at least second content files stored at the content database, said computer program product comprising:

computer readable program code embodied at the non-transitory computer readable storage medium for associating historical indicia with the first and second content creators, the historical indicia including a categorized value, representative of a, ~~the categorized value identifying a category group into which a respective content creator is categorized,~~ the category group into which the first content creator is categorized dependent upon a sales history of another ~~other~~ content file authored by the first of the respective content creator and into which the second content creator is categorized dependent upon a sales history of another content file authored by the second content creator indexed together therewith;

computer readable program code embodied at the non-transitory computer readable storage medium for initially pricing each of the first and at least second content files with initial price indicia of the first content file responsive to the categorized value identifying the category group into which ~~values of historical indicia of the first~~ respective content creator ~~creators~~ of each of the first and at least second content file is categorized files; and

computer readable program ~~code~~ code embodied at the non-transitory computer readable storage medium for adjusting the initial price indicia with which the first and at least second content files are initially priced during said operation of initially pricing responsive to indications of demand for each of the first and at least second content files, the demand based, at least in part, upon indications of inquiries of availability of the first and second content files,

respectively, to form adjusted price indicia associated with each of the first and at least second content files.

16. -17. (Canceled)

18. (Previously Presented) The computer program product of claim 15 wherein copies of the first content file and the at least the second content file each are at least selectably available for delivery to content consumers and wherein the indications of the demand for each of the first and at least second content files comprise indications of requests made by the content consumers comprise indications related to at least requests for copies of selected ones of the first and at least second content files.

19. (Currently Amended) The computer program product of claim 15 wherein said adjusting the initial price indicia further comprises adjusting the adjusted price indicia.

20. (Currently Amended) The computer program product of claim 15 wherein adjustments to the adjusted price indicia are performed incrementally.

21. (Previously Presented) The apparatus of claim 1 wherein the initial price indicia formed is adjusted based on the delivery mechanism by which content is delivered to a respective content consumer.

22. (Previously Presented) The apparatus of claim 1 wherein the initial price indicia formed is adjusted based on whether a respective content consumer is a commercial content consumer or a non-commercial content consumer.

23. (Previously Presented) The computer program product of claim 15 wherein the initially pricing further comprises initially pricing each of the first and at least second content

files responsive also to the delivery mechanism by which content is delivered to a respective content consumer.

24. (Previously Presented) The computer program product of claim 15 wherein the initially pricing further comprises initially pricing each of the first and at least second content files responsive to whether a respective content consumer is a commercial content consumer or a non-commercial content consumer.